



Corporate NO: R260

Report COUNCIL DATE: November 28, 2000

REGULAR			
TO:	Mayor & Council	DATE:	November 17, 2000
FROM:	General Manager, Parks, Recreation and Culture	FILE:	8090-001
SUBJECT:	BC Festival of the Arts - Surrey 2002		

RECOMMENDATIONS

That Council:

1. Appoint a member to serve as Council liaison to the Host Organizing Committee.
2. Confirm its 1997 commitment of \$70,000 to the Surrey BC Festival of the Arts Host Organizing Committee from the funding set aside for that purpose.

BACKGROUND

In 1997, at the direction of Commission and Council, (see Attachment A), staff worked with an ad hoc committee to prepare a bid package entitled "Spirit of the Arts", indicating Surrey's desire to host the 2000 BC Festival of the Arts or a future year's event. At the time of the original bid, Surrey Council, Commission, School District #36, private schools, and representatives of the arts and business communities expressed their dedication to partnering with the BC Festival of the Arts Society to produce an event in Surrey. On September 15, 2000, the Mayor received confirmation from the BC Festival of the Arts Society that the Honourable Minister of Small Business, Tourism and Culture, Ian Waddell, has approved Surrey for the hosting of the 2002 Festival of Arts.

DISCUSSION

The BC Festival of the Arts is a week-long celebration of performing arts, literary arts, song writing, theatre

arts, media arts, indigenous arts, visual arts and world music. Surrey will be playing host to 1,000 emerging artists and 300 mentors, who are professional artists that provide instruction and share their experiences with the delegates. There will be over 30,000 audience participants enjoying public performances taking place throughout Surrey schools, community facilities and the newly renovated Surrey Arts Centre. Over 900 volunteers will be required to make this event a success. Central to this volunteer core will be a 25-member Host Organizing Committee. The Host Committee will contract staff to deal with such areas as accounting, accommodations, meals, volunteers, transportation, technical direction and marketing.

Over recent years, the BC Festival of the Arts Society, (B.C.F.A.S.), has reported that provincial funding for the annual festival has been reduced. In 1997 it was projected that the gross operating budget for this event would be approximately \$589,000, with offsetting funding of \$70,000 from the City and \$370,000 from the Society, along with fund-raising that would net a \$70,000 legacy fund. The Society has indicated that more recent host community budgets are in the area of \$450,000 which includes a grant from the Society of between \$195,000-\$250,000.

The BCFAS no longer confirms a set legacy fund, but allows host communities to build a legacy through surplus fundraising. Surrey's bid budget was based on a number of unknowns in terms of transportation and facility costs and should be revised by the Host Committee after this body has been established and has an opportunity to look at the costs and revenues in more detail.

The next steps in preparing for the Festival include: a formal announcement ceremony, a confirmation from the organizations included in the original bid package that they are still committed to this partnership; recruitment of the Host Organizing Committee; and the organization of a venues tour for a delegation from the BC Festival of the Arts Society. The formal announcement and ceremony will take place on November 20 at the Surrey Arts Centre. Letters regarding the announcement are going out to the original bid supporters asking for them to re-commit to this partnership. A selection committee will be struck over the next month and charged with the recruitment, selection and recommendation to Council of the Host Organizing Committee membership. The Surrey Arts Council and the Surrey Chamber of Commerce have agreed to assist with the venues tour in November and the Parks, Recreation and Culture Commission have appointed Commissioner Mann as their liaison.

CONCLUSION

The benefits of hosting the BC Festival of the Arts include:

- increased tourism
- economic gains for hotels and restaurants
- developing local arts leadership
- raising awareness of the arts
- providing opportunities for young Surrey residents to experience the arts through enhanced school curriculum during the Festival
- establishing new sponsorship relationships
- providing a positive image of Surrey to the entire province

Surrey's Cultural Strategic Plan 1999-2003 states that *“because of their capacity for involving large numbers of people and developing new audiences, all festivals merit special attention as a cultural industry”*. Facilitating and promoting cultural industry and cultural tourism development in Surrey are essential building blocks in the achievement of a character city.

Don Hunter, General Manager,

Parks, Recreation and Culture

SM/DH/dlg

Attachment

cc: - City Clerk
- City Manager